

Chinese broadcasting contract with the International Canoe Federation is extended till the Olympics in Paris in 2024

For the duration of the Paris 2024 Olympics, the International Canoe Federation (ICF) has extended its cooperation with China's top streaming service. Major international slalom and flatwater canoeing events will continue to be televised on Chinese streaming service Huya.tv as part of a renewed agreement with H&A Media after four years of collaboration. Olympic fans can buy [Olympic Canoe Flat Water Tickets](#) from our website.

The agreement, which will last until the Games, will last until December 2024 and will prolong a partnership that has already produced outstanding results in the previous two years. According to ICF digital and marketing manager Adam Collins, "China is a highly significant market for the ICF, and we were happy to have record-breaking viewing figures in the China market for coverage of canoe and kayak events at Tokyo 2020."



"As we begin the next Olympic cycle, it is crucial that we continue to have good media awareness to build on this momentum. In 2019, China hosted half of the ICF's major televised events. Strong performances from Chinese paddlers helped us reach 30.1 million viewers across six events shown on Huya.

"We still garnered 11.52 million viewers on the site in 2021, despite no events taking place in China and almost any Chinese paddlers," the organization said. Two years ago, sprint paddler Zhang Dong qualified for the Tokyo 2020 Olympics in front of around 931,369 Chinese viewers on Huya.

Collins stated that Huya, a youth-focused digital platform, will help drive audiences for our sport. "The statistics and audience input over the past three years gives us confidence that Huya will help drive viewers for our sport," Collins added.

Guy Horne, managing director of H&A Media, stated that "live-streaming offers rapid and accurate audience feedback on the success of foreign sports properties into the China market."

"We have developed a paradigm that is driving long-term growth for canoeing between our Lausanne and Beijing teams, Huya TV, and ICF event organizers," the Lausanne team said.



With the new agreement, both the July ICF Canoe Slalom World Championships in Augsburg, Germany, and the upcoming ICF Canoe Sprint World Cup competitions in Racice, Czech Republic, will be live streamed on Huya.

At the Tokyo 2020 Olympic Games, Mengya Sun and Shixiao Xu won the women's canoe double 500-meter event, while Liu Hao and Zhang Peng took home silver in the men's double rowing 1,000-meter race.

Nevin Harrison, a 19-year-old Olympian from Seattle, is still dreaming big. "It's time for me to accomplish the unthinkable"

Slowing down is difficult even the fastest flatwater sprinter in the world. In addition to her full-time course load as a biology student at San Diego State University, Nevin Harrison still fits in at least one training session on her canoe every day and frequently two.

Harrison, who was only 19 years old, became the first American woman in 57 years to win a gold medal in a flatwater event when she dominated the 200-meter canoe sprint in Tokyo last August. Then she realised she needed a short vacation from the demanding competition schedule.

I needed some time to collect myself and unwind, she remarked. She declined to compete in the races on the European circuit this spring, but she is already preparing to compete in the world championship at Lake Banook in Halifax, Canada, in August. Olympic fans can buy [Olympic Games Tickets](#) from our website.



Harrison will first make a visit in his hometown this week to attend the Seattle Sports Star of the Year gala, which will be held on Thursday night at The Westin Seattle and is hosted by the Seattle Sports Commission.

Sophia Chilczuk (Seattle Pacific soccer), Jess Fishlock (OL Reign), Katie Holloway (Volleyball Paralympian), Jewell Loyd (Seattle Storm), Gabbie Plain

(UW softball), and Ella May Powell are the other six nominees for the women's sports star of the year award (UW volleyball). Men's Sports Star of the Year nominees include Dylan Teves (UW soccer), Tyler Lockett (Seahawks), Cristian Roldan (Sounders), Mitch Haniger (Mariners), Corey Kispert (Gonzaga basketball), Eric Barriere (Eastern Washington football), Mitch Haniger (Mariners), Cristian Roldan (Sounders), and UW men's rowing.

Harrison, a 2020 Roosevelt High School graduate who learned to canoe on Green Lake, said she was encouraged by the social media messages she received from people all throughout Seattle during the Olympics last year. Although she doesn't have any immediate plans to return—"I just love the (San Diego) sun too much," she chuckled—Seattle will always be home. Her parents still reside here.

She stated, "I truly feel such support from my city, and I love that. In Tokyo, I could sense the affection. Harrison made her international debut in a sport traditionally dominated by Europeans in 2019 when, at the age of 17, she shocked the field to win her first global championship in Hungary.

Then, on Tokyo Bay, she paddled to an easy victory in the Olympic finals. She finished the race in 45.932 seconds, nearly a full second faster than Canada's Laurence Vincent-Lapointe, a six-time world champion.



She remarked of her first Olympic experience, "It was such a weird experience. "I'm not sure I realised how big of a toll that would have on me.

It was just so stressful. The racial anxiety I felt was among the craziest I've ever known.

And she's prepared to repeat the process for the Paris Olympics in 2024. She will only be 22 at that point. How does someone who has accomplished so much so young still set new standards?

Harrison, who turns 20 on June 2, described it as "a massive challenge." "When I was a child, I came into this world with the hope of one day winning the Olympics as my ultimate objective. And to have done that at the age of 19 is fairly incredible.

Sometimes it's difficult to comprehend because you think, "Oh, most people work their entire careers and they don't get this." It's extremely uncommon and unique, and I'm thankful for it every day.

But now, rather than having that, "Oh, I want to win the Olympics," as sort of the incentive, I believe it's changed into beating my old self and developing myself, setting new standards, and breaking new records.

That's what I need to concentrate on; rather than just aiming to win the race, it's time for me to attempt the impossible. In other words, I still want to keep my title and demonstrate that I am still in charge. However, since you're no longer the underdog, the game has changed.

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